

Waxahachie Community Development Corporation
October 8, 2024

A regular meeting of the Waxahachie Community Development Corporation (WCDC) was held in the Hatchet Conference Room at the Charles Beatty Municipal Services Building, 408 S. Rogers, Waxahachie, Texas on Tuesday, October 8, 2024 at 3:00 p.m.

Members Present: Daniel Morton, President
Elizabeth Tull, Vice President
Billie Wallace, Mayor
Bob Lynn
Jim Phillips
Melissa Ballard
Andrew Henderson

Ex-Officio Members Present: Amber Villarreal, City Secretary
Chad Tustison, Senior Director of Finance
Kevin Strength, President/CEO Chamber of Commerce

Others Present: Michael Scott, City Manager
Albert Lawrence, Deputy City Manager
Laurie Mosley, Director of Convention & Visitors Bureau
April Ortiz, Civic Center Director
Chris Seale, Horticulturist
James Villarreal, Assistant Director Sports Complex
Jami Bonner, Assistant City Secretary

1. Call to Order

President Dan Morton called the meeting to order.

2. Public Comments

None.

3. Reorganize the Board

Mr. Morton announced that he did not wish to continue serving as President for another year.

Action:

Daniel Morton moved to nominate Jim Phillips as President. Motion was seconded by Elizabeth Tull and carried unanimously (7-0).

Bob Lynn moved to nominate Elizabeth Tull as Vice President. Motion was seconded by Jim Phillips and carried unanimously (7-0).

Mr. Morton announced his immediate resignation from the WCDC Board. In his statement, he acknowledged former board member David McSpadden for his dedication to both the WCDC Board and the Waxahachie community. Mr. Morton expressed his disappointment with the board member appointment process and urged City Council members to recognize the commitment made by board volunteers.

4. Approval of minutes of the Waxahachie Community Development Corporation regular meeting of July 9, 2024 and special meeting of August 13, 2024

Action:

Melissa Ballard moved to approve minutes of the WCDC regular meeting of July 9, 2024 and special meeting of August 13, 2024. Motion was seconded by Elizabeth Tull and carried unanimously (6-0).

5. Consider funding request for Tulipalooza 2025

The Item was presented by Convention & Visitors Bureau Director Laurie Mosley and Bill Van Houten requested approval. Mr. Van Houten provided the history of Tulipalooza noting the event was founded by John Postons in 2018. He explained that Tulipalooza is a unique event as it not only enhances the city's beautification efforts, but also enriches the quality of life for residents. Additionally, Tulipalooza serves as a fundraiser for several local non-profits, further benefiting the community. Mr. Van Houten's and co-manager, Kars Tamminga, requested assistance to help cover some of the costs associated with organizing the annual event.

The Board reached a consensus to consider the financial request as presented and agreed to further discuss and explore opportunities to support Tulipalooza at the January 2025 meeting.

Action:

Melissa Ballard moved to approve a funding request from the Waxahachie Community Development Corporation unrestricted reserve fund balance in the amount of \$5,000, and authorize the Mayor and/or City Manager to execute all documents as necessary. Motion was seconded by Bob Lynn and carried unanimously (6-0).

6. Hear update of activities from Convention & Visitors Bureau Director

The Item was presented by Laurie Mosley, Director of Convention & Visitors Bureau. The CVB is experiencing strong momentum as it heads into the fall season, with a variety of music festivals and cultural events planned. Advertising efforts across radio, TV, and print media have proven successful, contributing to notable growth on social media platforms, with Facebook reaching 22,516 followers and Instagram at 2,810. Website traffic has also surged, increasing by 18% in August and 14% in September compared to the previous year. Additionally, Railyard Park saw a 20% rise in visitation, and Waxahachie is nearing designation as the 14th Tourism Friendly Community in Texas.

7. Hear update of activities at the Civic Center

The Item was presented by April Ortiz, Civic Center Director. The Civic Center has been busy, hosting 37 events in July, 55 in August, and another 37 in September, covering a range of activities from city meetings to weddings and community gatherings. Recent capital improvements include the installation of new carpets, overhead dock doors, and updates to parking lot striping and painting. Upcoming highlights include the Home for the Holidays Gift Market, various gun shows, and a Veterans Ceremony, ensuring a vibrant event calendar in the coming months.

8. Hear update of Community Beautification

The Item was presented by Chris Seale, Horticulturist. Current beautification projects include the renovation of the Ferris Avenue Island, which is currently on hold, as well as the replacement of irrigation pumps at

Spring Park and planning for the SoCo Depot irrigation upgrades. Completed initiatives feature fall decorations, including pumpkin displays, and landscape enhancements across various city locations. New plantings and ongoing maintenance efforts continue to improve the city's aesthetic appeal.

9. Hear update of activities at the Sports Complex

The Item was presented by James Villarreal, Assistant Director Sports Complex. The Sports Complex is thriving with an active tournament schedule running from September through October, alongside multiple fall leagues for volleyball, soccer, baseball, and flag football. This season has seen significant growth in tournament revenue, with actual revenue for FY 23-24 reaching \$220,995, surpassing the budgeted amount of \$160,000 and indicating a positive trend compared to previous years. This financial success underscores the complex's growing popularity and effective management.

10. Adjourn

There being no further business, the meeting adjourned at 4:13 p.m.

Respectfully submitted,

Jami Bonner
Assistant City Secretary